

March 29, 1996

To: Mark Young

From: Lee Maney

Dear Mark,

In order to improve RJR presence on the streets of Brooklyn, the following action plan is in effect now:

1 - Beginning 3/25/96, the seven Sales Reps in my division will penetrate 20-30 low volume calls (A00,D52,Z99) each. They will sticker and display product and place one piece of exterior PDI. They will verify volume and update primary supplier in all calls. Any call warranting monthly coverage (100 + volume) will be reclassified to A12 immediately. They are to secure permission to blitz exterior PDI. Completed lists for each Sales Rep will be dated and sent via fax to John Feltman for Part-Time blitz.

2 - Each Sales Rep will identify low volume calls in the immediate area of their monthly calls, personally contact each call, secure permission for an exterior PDI changeover, place one exterior piece of PDI and then instruct the Retail Rep to effect the changeover on their next visit to the nearby monthly call. My Sales Rep's will be careful not to overload the Retail Reps as they are on their schedule.

3 - Each Sales Rep has the option but must do one of the following: On a daily basis, make a minimum of 8 monthly calls and personally changeover (totally) PDI in 3 low volume calls

or

Make 10 monthly calls per day finishing monthly coverage earlier (100% coverage mandatory either way) and using remaining work days left in the month to dress down doing PDI work only in low volume calls.

By using this approach, the Brooklyn Division is trying to utilize all available resources to impact our street presence now. At the end of this letter, is a summary of Division results for step 1 already completed.

Realizing that John Feltman has Manpower needs, is servicing two divisions with work order installations and that our mass PDI placement lists may not be addressed immediately due to priority installations. I am further committing to the following:

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In April, a four week month for coverage with one complete week for Lap-Top training in Winston-Salem; we will achieve 100% coverage on monthly calls and do what we can in low volume call presence.

However

In May, a 5 week month, we will achieve full monthly coverage in 3 weeks, dress down, and each Sales Rep will personally address as many low volume calls as can be completely changed over with RJR PDI in the remaining two weeks. I'll report Division totals to you then.

I hope you are in agreement with our Division PDI plan and the sense of urgency each Sales Rep in the Division has acknowledged as well as their total commitment to get the job started.

Future 5 week months will have the same objectives and worked in a like manner to build on our streets. Steps 1,2 and 3 will be worked as an every day basis is the division standard.

We've got a plan, a promise of commitment and now we'll see the results. I am looking forward to it and will be monitoring our progress closely.

Thank you,

*Lee*

cc: Brooklyn Division

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Week Ending 3/29/96

Number of Calls Contacted	179
Number of Cartons Stickered	683
Number of Displays Placed	78
Number of Pieces Permanent PDI	283
Number of Calls with permission to Blitz	167
Number of Curb Mts	43
Number of Calls Reclassified to A12	20

In addition 4 accounts with a volume of 125 cartons a week have been sold  
RJR Mini Overheads to replace PM.

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